

**Corporate Strategy Strategic Indicators 2011-2014
Mid Year Performance Report 2011/12**

Corporate Strategy Priority	Measure	Target & (Past Performance/Base Line)	Mid Year Result	Mid Year Status	Progress/Corrective Action	Source/ Responsible Officer
More responsive customer service – right first time, every time;	Perception measure: 'Satisfaction with the service received on contact with the Council'	Target: To improve (2010: 72.7%)	-	Not Applicable	To be taken from Residents Biennial Survey which will be conducted next in Autumn 2012	Residents' Survey-Biennial
	Customer Contact: <ul style="list-style-type: none"> • Direct dial • Contact Centre • Switchboard • Customer Access Points • Personal 	Target: incorporated within Measure. <ul style="list-style-type: none"> • Answer the telephone within 15 seconds (five rings). • When unavailable voicemail will be turned on which confirms when the officer will return and when the caller can expect an initial response to their query • answer 80% of calls within 1 minute 15 seconds and 100% within 1 minute 30 seconds • answer 80% of call calls within 15 seconds (5 rings) and 100% within 20 seconds (7 rings) • (currently at Southam 			All the indicators in respect of Customer Contact were reviewed and agreed at the Cabinet meeting October 10th 2011. Therefore it is not possible to provide any performance data. However, what can be reported is that performance across all areas of customer contact has improved from April to end September 2011 (prior to target being set) and is being monitored closely to ensure that we maintain and where possible improve levels of performance. This is in addition to increased call volumes and visitor numbers compared to the same period last year and takes into the account the new services at Alcester and Southam, both of which	Head of Customer Access

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	visitors	<p>Library and Globe House, Alcester) – answer 90% of customer interactions within 45 seconds and 100% within 1 minute</p> <ul style="list-style-type: none"> • seen by an appropriate member of staff within 10 minutes of arrival or to the appointment provided 			commenced in July and have been very well received by local people.	
	Response times to emails, faxes and letters	<ul style="list-style-type: none"> • Respond to corporate emails within 15 working days (if we cannot give a full response, we will write and explain who is dealing with the enquiry) 	100% within Customer Access and reporting system in place for Councillors via Members intranet to report any issues and for external customers on the Council website.	Green	This indicator relates only to those emails that are received via the Council's website. Emails sent to individual officers are not automatically monitored due to data protection, but reporting mechanisms are available on the Council's website and Members intranet to report issues where responses are delayed or not received and these are directed to the relevant Head of Service to action.	Head of Customer Access
Great value for money – we will be consistently high quality and cost	Perception measure: 'Whether Stratford-on-Avon District Council provides value for	Target: To improve (2010: 34.5%)	-	Not Applicable	To be taken from Residents Biennial Survey which will be conducted next in Autumn 2012	Residents' Survey-Biennial

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effective in what we do.	money'					
More housing is available at a price local people can afford	Number of affordable homes delivered (gross). * 4,127 households on the housing waiting list as of 1.4.2011	Target: 100 (2010/11: 76)		Green	We are currently on target to deliver 117 affordable homes in 2011/2012. Which exceeds the target of 100.	Head of Corporate Support. Single Data Set (former NI155)
	Number of empty properties put back into use. * 1,604 empty properties as of 1.4.2011	Target: 21 (2010/11: 21)	Total brought back into use to date is 7 properties.	Amber	There are a number of projects being progressed. In addition, a review of the structure aims to increase the resource in the short term.	Head of Business, Housing and Revenues. (Housing Services Manager)
Residents feel they have more influence over the development that takes place in their area	Perception measure: 'Percentage of people who feel they can influence development in their locality.'	Target: n/a - until baseline established (Baseline to be established in Residents Survey Oct 2012/13.)		Not Applicable	To be taken from Residents Biennial Survey which will be conducted next in Autumn 2012.	Residents' Survey-Biennial
An increased proportion of residents are able to find work in the District	Deliver the District Business & Enterprise Plan to support the Local Enterprise Partnership (LEP) Five Year Strategy	Target: Develop a draft Business and Enterprise Strategy by January 2012 for Portfolio Holder sign off. Hold a Business and Enterprise event in March which will include workshops to help develop a delivery plan.	-	Green	Evidence is currently being gathered.	Head of Business, Housing & Revenues

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		Submit Business and Enterprise Strategy to Cabinet in June 2012.				
Increased economic vitality across the District	Deliver the Tourism Strategy	Target: Draft Strategy sent out for consultation June 2011. Workshops to take place in September 2011 to develop delivery plan. Final version of the Strategy to Cabinet January 2012.	-	Green	Final draft strategy has been completed following consultation feedback and workshops. Tourism Steering Group meets on 28/11/11 to consider revised strategy. Final strategy to Cabinet on 16/1/12	Head of Business, Housing & Revenues
An increase in the percentage of residents who find it easy to access local services	Perception measure: 'How easy or difficult residents found it to access Stratford-on Avon District Council services in the last 12 months.'	Target: To improve (2010: 69.5%)	-	Not Applicable	To be taken from Residents Biennial Survey which will be conducted next in Autumn 2012	Residents' Survey-Biennial
The number of residents enabled to live independently in their own home.	a) Average wait between first enquiry and practical completion discretionary grants; b) Average wait between first contact to County Council and practical completion disabled adaptations -	Target: No target set as there is a countywide Home Improvement Agency review underway which will change the way services are delivered in the future. (2010/11: a) 3 months; b) 9.16 months)	a) currently 0.95 months b) currently 8 months	Not Applicable. Not Applicable.	Home Improvement Agency review is ongoing. Target has not been set however performance has improved since last year.	Head of Business, Housing and Revenues. (Housing Services Manager)

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	Adult.					
An increase in the proportion of people who feel they can influence decisions in their local area	Perception measure: 'Percentage of people who feel they can influence decisions in their locality.'	Target: To improve (2010: 42.3%)	-	Not Applicable	To be taken from Residents Biennial Survey which will be conducted next in Autumn 2012	Residents' Survey-Biennial
Improve Health and Wellbeing by ensuring sport and active recreation opportunities are available to all	Number of people participating in: 'Set the Pace' Programme. 'Get Active' programme.	Target: 4331 (2008/9: 3757) (2009/10: 4738) Target: 3522 (2008/9: 2973) (2009/10: 3693)	6,187 5,032	Achieved Achieved	The Active Communities Project (2 full time fte) ended in July 2011. The outreach programme will continue and be co-ordinated through SDC Officers and the leisure centre staff. Therefore we anticipate a decline in numbers however we will continue to report results. April 11/12 will now form the new base line and target for 12/13 will be agreed accordingly.	Head of Technical Services. (Community Leisure Manager)
Improve street cleansing contract performance	Percentage of land below acceptable standard as defined by National Indicator standards	Target: Maintain Litter performance at 3% Improve Detritus performance from 15% to 12% Maintain Graffiti performance at 2%	2.70 12.95 0.83	Green Amber Green	Mid year result is outside target due to seasonality. The end of year result is expected to be within target.	Head of Technical Services. (Street Scene Manager)

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		Improve Fly posting performance from 4% to 3%	2.09	Green		
A reduction in the Council's carbon footprint	Reduction in Council's carbon footprint.	Target: To install one renewable energy source in a Council building (2010/11: 4,628,932 kg)		Green	Planning permission granted. Photo-voltaic installation expected to be in place by 31 March 2012.	Head of Environment and Planning. (Single Data Set former NI 185)
A reduction in the District's carbon footprint	Increase in take up of domestic energy efficiency measures and acceptable alternative technologies	Target: 50 domestic installations facilitated through the Council's actions (Base line: 399 installations year 2010/11)	157 installations to date.	Achieved	Work continues – further mail shot not anticipated.	Head of Environment and Planning. (Policy Officer)
A reduction in the risk of flooding	Deliver the Land Drainage Improvement Programme	Target: Deliver the top two highest priority schemes each year	1 delivered.	Green	Fenny Compton on site. Wellesbourne scheduled to be done this year	Head of Environment and Planning. (Flood Defence Officer)